



# USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/10 thru 04/16.

(prices in dollars per carton)

Fri. Apr 10, 2015

## SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR								
Feature Rate		10.6% of 29,100 stores				49.8% of 29,100 stores				32.5% of 22,900 stores								
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE						
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg					
REGULAR	USDA GRADE AA																	
	White 12 pack	42	2.99	213	2.03	3	4.99	333	1.51	10	3.39	280	1.60					
	White 18 pack													610	2.54			
	Brown 12 pack																	
	USDA GRADE A																	
	White 12 pack	114	1.02	173	1.34	182	1.80	6,429	1.39	10	2.29	880	1.53					
White 18 pack	438													2.74	1,883	2.09	2,460	2.40
Brown 12 pack																		
SPECIALTY	USDA ORGANIC																	
	White 12 pack			117	3.64	26	3.69		277	3.99	20	3.29	60	3.44				
	Brown 12 pack																	
	OMEGA-3																	
	White 12 pack	34	2.31	1,345	2.55	517	2.80	924	2.58	80	2.29	1,280	2.53					
	Brown 12 pack													62	3.49			
	CAGE-FREE																	
	White 12 pack	47	2.99	5	3.49	33	2.50	2,252	2.70			40	2.49					
	Brown 12 pack													197	4.28	137	2.99	2,548
VEGETARIAN FED																		
White 12 pack	304	2.00	54	2.71	4	2.90	126	2.46			150	2.50						
Brown 12 pack													318	2.03	22	3.38	126	2.66

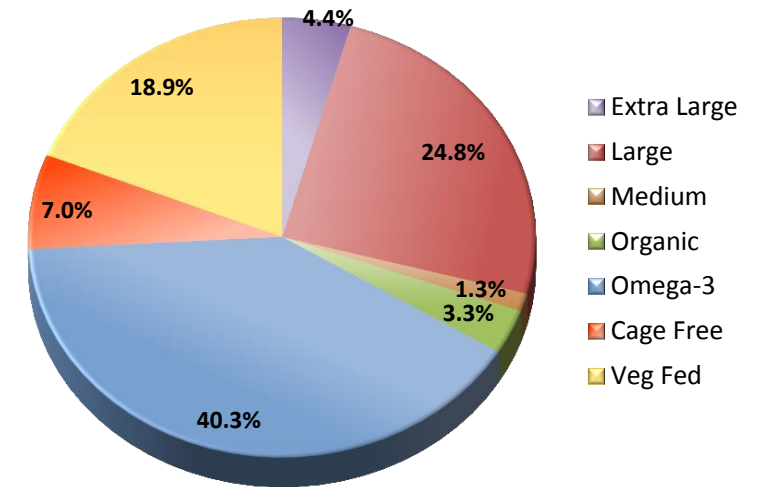
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,042	9,514	4,260	Large Eggs on
Specialty	2,483	6,992	1,830	Sep-02-2014
Total (includes MD)	3,572	16,788	6,670	466.9
Special Rate 4/:	0.1%	4.9%	7.1%	down 0.1%

5/ 1,000's of 30-doz cases

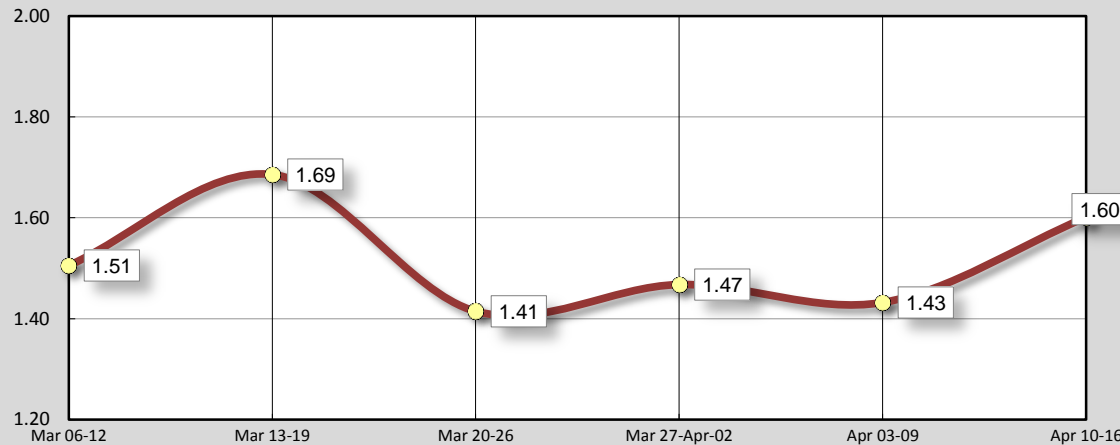
## SHELL EGG and EGG PRODUCTS FEATURING

Easter has come and gone and overall featuring of shell eggs is down sharply as supermarkets settle into post-holiday patterns. Both regular and specialty eggs experience a decline in feature activity. The weighted average price of Large White eggs, Grade A or better, is considerably higher than a week ago. The occurrence of "no price" specials is dismal this week. Ads for Medium and Extra Large eggs are limited. USDA Organic and vegetarian fed eggs hold their share of ad space, while Omega-3 eggs are more visible. Advertisements for cage free eggs drop sharply from view. Featuring of liquid egg products is not as active as last week.

## This Week's Shell Egg Featuring by Category



## Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/ FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/ ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/ STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		31.4% of 5,500 sampled outlets Activity Index = 2,036 (includes Medium)						2.2% of 7,400 sampled outlets Activity Index = 279 (includes Medium)						8.3% of 6,100 sampled outlets Activity Index = 526 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																1.99      1      1.99		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				2.00 - 2.50      23    2.13						2.00      14    2.00			0.99 - 1.50      114    1.02			1.00 - 2.00      120    1.01		
	White 18 pack				2.50      87    2.50						2.49 - 2.98      193    2.95								
	Brown 12 pack	1.99      62    1.99																	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	USDA ORGANIC														2.99 - 5.99      17      4.95				
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3								1.99 - 3.00      169    2.37			2.00 - 4.99      50      3.06							
	White 12 pack	1.99 - 3.00      1,018    2.60																	
	Brown 12 pack	3.49      62    3.49																	
	CAGE-FREE								2.99      9    2.99			3.49      5      3.49							
	White 12 pack	2.99 - 4.49      175    4.29																	
Brown 12 pack	2.99      47    2.99									4.99      13    4.99									
VEGETARIAN FED											4.99      13      4.99								
White 12 pack	1.99      41    1.99																		
Brown 12 pack	2.00      304    2.00			2.00      304    2.00															
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		8.4% of 4,900 sampled outlets Activity Index = 390 (includes Medium)						5.9% of 3,800 sampled outlets Activity Index = 197 (includes Medium)						5.2% of 1,300 sampled outlets Activity Index = 138 (includes Medium)					
USDA GRADE AA	White 12 pack				1.99      58    1.99			2.99      42    2.99			1.99 - 2.99      85    2.08						1.99      69    1.99		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.99 - 2.10      35    1.77			White 12 pack					
USDA GRADE A	White 12 pack				1.50      10    1.50														
	White 18 pack				2.50 - 2.98      158    2.62														
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			2.50 - 3.00      12    2.75			White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
SPECIALTY	USDA ORGANIC					3.33      21    3.33						3.33 - 4.49      10    4.26			3.33      69    3.33				
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3		2.19 - 2.49      21    2.39			1.99 - 2.39      108    2.09			2.19      13    2.19										
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
Brown 12 pack																			
VEGETARIAN FED					2.59      14    2.59														
White 12 pack																			
Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 6 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack										3.00 6 3.00		
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack Brown 12 pack												
	OMEGA-3												
	White 12 pack Brown 12 pack												
	CAGE-FREE												
	White 12 pack Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack Brown 12 pack												



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(prices in dollars per carton)

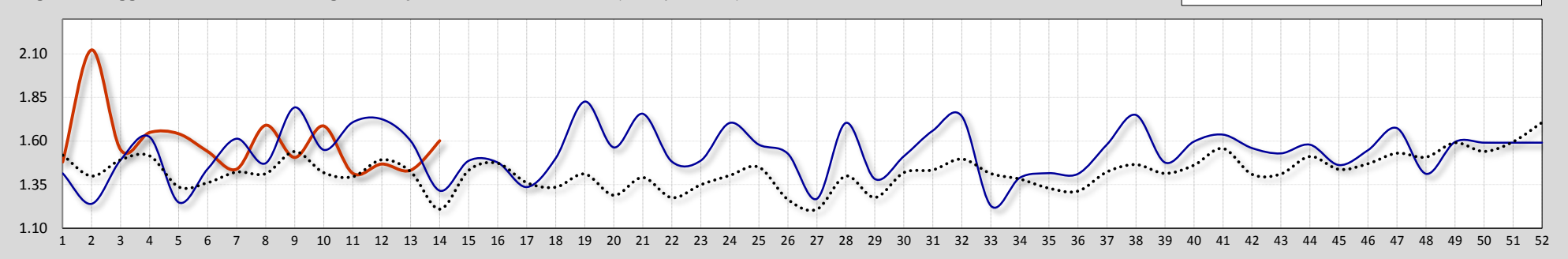
Fri. Apr 10, 2015

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.9%	17.5%	8.8%	10.3% of 5,500 sampled	3.2% of 7,400 sampled	0.6% of 6,100 sampled	0.0% of 4,900 sampled	4.8% of 3,800 sampled	9.4% of 1,300 sampled
2/ Activity Index	1,581	5,734	1,910	Activity Index = 700	Activity Index = 234	Activity Index = 37	Activity Index = 0	Activity Index = 178	Activity Index = 127
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,394 2.48	4,955 2.86	1,000 2.58	2.00 - 2.99 513 2.68	1.88 - 2.49 234 1.96	2.00 - 2.49 37 2.30		2.50 178 2.50	2.50 - 3.29 127 2.54
32 oz. crtn	187 5.21	707 5.26	780 4.52	4.99 - 5.99 187 5.21					
3 - 4 oz. cup		72 2.46	130 2.00						
2 - 8 oz. cup									

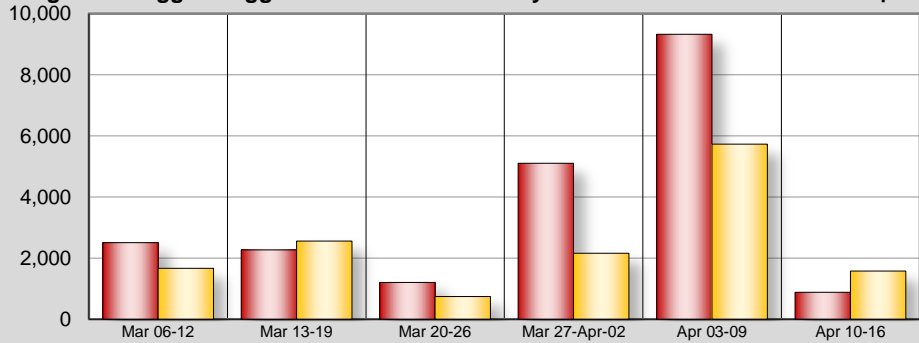
  

EGG PRODUCTS	ALASKA	HAWAII
1/ Feature Rate	0.0% of 100 sampled	5.3% of 100 sampled
2/ Activity Index	Activity Index = 178	Activity Index = 127
	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	2.50 178 2.50	2.50 - 3.29 127 2.54
32 oz. crtn		
3 - 4 oz. cup		
2 - 8 oz. cup		

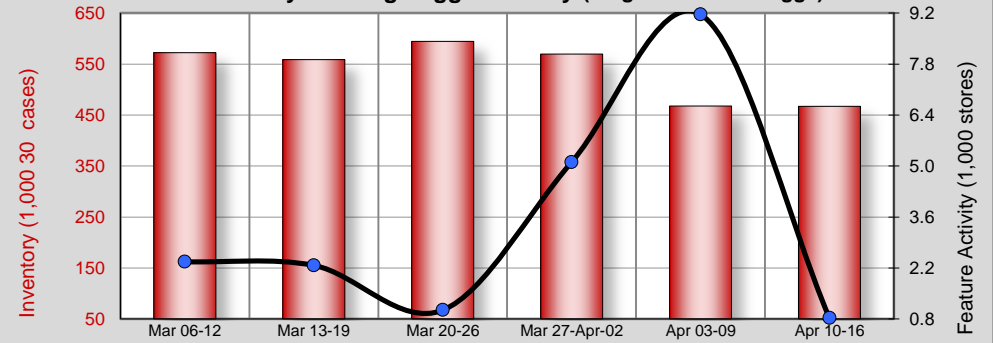
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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